

Tompkins County
DEPARTMENT OF PLANNING

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FOR IMMEDIATE RELEASE

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(TWO PAGES)

Tompkins County Awards More Than \$200,000 in Tourism Grants

The Tompkins County Legislature has awarded 59 grants, totaling more than \$200,000, in the latest round of the County's tourism grant program. The Legislature approved the awards at its April 17th meeting.

Tourism grants are funded entirely through county Room Occupancy Tax dollars. Not-for-profit organizations and municipalities are eligible for the funding, allocated through four separate grant programs to support events and tourism-oriented projects that hold potential to attract additional visitor spending and overnight stays, while enhancing local quality of life. Community Celebrations Grants support municipal observances or celebrations with meaning to the community; Tourism Marketing and Advertising Grants assist with tourism-focused marketing of local programs. Tourism Project Grants fund large-scale projects expected to produce overnight stays in Tompkins County, and New Tourism Initiative Grants help a variety of exciting new tourism projects get started. Spring 2012 awards are listed below.

Spring 2012 Community Celebrations Grants

Recipient	Project	Award
City of Ithaca	2012 GIAC Festival	\$1,100
City of Ithaca	2012 Juneteenth	\$1,000
City of Ithaca	2012 Boricua Afro Americano	\$1,000
City of Ithaca	2012 StreetsAlive	\$1,000
City of Ithaca	2012 First Peoples' Festival	\$1,000
City of Ithaca	2012 Annual Latino Heritage Month Celebration	\$1,000
City of Ithaca	2012 Congo Square Market	\$750
City of Ithaca	2012 Food Justice Summit	\$500
City of Ithaca	2012 Ithaca Greek Festival	\$1,000
City of Ithaca	2012 Ithaca Silent Movie Month	\$1,200
City of Ithaca	2012 "Anarchy Zone" Play Day Extravaganza	\$500
City of Ithaca	2012 Rhiner Festival	\$500
City of Ithaca	Historic Dedication of the SSCC Gym	\$1,000
Town of Danby	2012 Danby Fun Day	\$800
Town of Dryden	2012 Dryden Lake Festival	\$1,000
Town of Enfield	2012 Enfield Harvest Festival	\$1,000
Town of Groton	2012 McLean's Happening in the Hamlet	\$500
Town of Ithaca	2012 Living History: Experiencing The Civil War	\$900
Town of Lansing	2012 Lansing Harbor Festival	\$1,300
Town of Lansing	2012 East Shore Festival of the Arts	\$750
Town of Lansing	2012 Ludlowville Park "Unplugged" Concert Series	\$925
Town of Newfield	2012 Newfield Old Home Days	\$1,000
Village of Groton	2012 Groton Olde Home Days	\$1,000
Village of Trumansburg	2012 Tru-Ulysses Winter Festival	\$1,000
	Total	\$21,725

Inclusion through Diversity

Spring 2012 Tourism Marketing and Advertising Grants

<u>Recipient</u>	<u>Project</u>	<u>Award</u>
Cayuga Lake Wine Trail	2012 Holiday Shopping Spree	\$5,000
Cayuga Nature Center	CayugaNatureCenter.org Website Enhancements	\$1,375
Community Arts Partnership	2012 Spring Writes: The Finger Lakes Literary Festival	\$2,750
Downtown Ithaca Alliance	2012 Downtown Ithaca Winter Festival	\$3,000
Downtown Ithaca Alliance	2012 Restaurant Week in Tompkins County	\$5,000
Hangar Theatre	2012 Bountiful Ithaca Package	\$2,500
Hangar Theatre	Marketing Brochure and Hospitality Partner Program	\$3,500
Ithaca Motion Picture Project	2012 International Fantastic Film Festival	\$2,600
Ithaca Shakespeare Company	2013 Winter Season	\$1,500
Cayuga Lake Triathlon	2013 Cayuga Lake Triathlon	\$2,250
Kitchen Theatre Company	Website Enhancement and Marketing Campaign	\$5,000
Paleontological Research Institution	2012 MuseumoftheEarth.org Website Enhancements	\$4,500
State Theatre of Ithaca, Inc.	State Theatre Website Upgrade and Enhancement Project	\$5,000
The History Center	2013 Cayuga Trails 50	\$5,000
The History Center	Switched On: Birth of the Moog Synthesizer	\$1,500
	Total	\$50,475

Spring 2012 Tourism Project Grants

<u>Recipient</u>	<u>Project</u>	<u>Award</u>
Cayuga Nature Center	2012 Great Hall - Permanent Exhibition - second phase	\$5,000
Downtown Ithaca Alliance	2012 Downtown Ithaca Winter Festival	\$12,000
Ithaca Children's Garden	Bulb Labyrinth Memorial Garden	\$3,600
Ithaca Shakespeare Company	2012 Summer Season: The Ithaca Shakespeare Company	\$11,000
Paleontological Research Institution	Did Dinosaurs Poop? Prehistoric Digestion Connection	\$3,500
Social Ventures, Inc	2012 Finger Lakes International Dragon Boat Festival	\$15,000
The History Center	Switched On: The Birth of the Moog Synthesizer	\$3,000
The History Center	2012 Ithaca Scottish Games & Celtic Festival	\$12,000
Tompkins County Public Library Foundation	2013 The Hip Hop Experience	\$4,000
	Total	\$69,100

Spring 2012 New Tourism Initiative Grants

<u>Recipient</u>	<u>Project</u>	<u>Award</u>
Cayuga Lake Scenic Byway	Cayuga Lake Scenic Byway Geocache Trail	\$2,000
Cayuga Lake Watershed Network	2012 Canyou Canoe Cayuga	\$3,000
Center for Environmental Sustainability	2012 Earthdance Ithaca	\$3,500
Community Arts Partnership	2012 Spring Writes: The Finger Lakes Literary Festival	\$3,000
Cornell Cooperative Extension TC	2012-2013 Wine, Dine, Play & Stay	\$5,500
Downtown Ithaca Alliance	2012 Restaurant Week in Tompkins County	\$5,500
Hangar Theatre	2013 Winter Village Bluegrass Festival	\$12,000
Ithaca Fringe Festival	2013 Ithaca Fringe Festival	\$11,000
Ithaca Motion Picture Project	2012 International Fantastic Film Festival	\$11,000
The History Center	2013 Cayuga Trails 50	\$10,000
	Total	\$66,500

TOTAL ALL GRANTS:

\$207,800

The County's Strategic Tourism Planning Board (STPB) is responsible for developing recommendations for grant awards. "Our tourism grant programs help a variety of local partners develop memorable experiences for both visitors and residents. Their projects present this unique place that we call home in a way that builds on the special characteristics of our people, culture, history, environment, and economic activity", said David Sparrow, STPB chair.

For more information, visit the Tompkins County Tourism Program: www.tompkins-co.org/ctyadmin/tourism/

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